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ED: 09/27/07, 4:35:27
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                               BEFORE THE
                PUBLIC SERVICE COMMISSION OF WISCONSIN
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      INVESTIGATION OF AREA CODE RELIEF )
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      FOR THE 715 AREA CODE IN NORTHERN )
                                                    Docket No.
                                                     5-TN-100
      WISCONSIN
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                       TRANSCRIPT OF PROCEEDINGS
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                           VOLUME 7 (PUBLIC)
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      Reported By:
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      JENNIFER M. STEIDTMANN, RPR, CRR
      Gramann Reporting
11
      (414) 272-7878
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      HEARING HELD:
                                        TRANSCRIPT PAGES:
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      September 20, 2007
                                           104 - 127, Incl.
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      Hayward City Hall
                                        EXHIBITS:
      Hayward, Wisconsin
16
                                             NONE
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      1:00 p.m.
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6	CENTURYTEL:
7	WILL Labreche
8	
9	PHYLLIS HADDICK and WILLIAM HADDICK, W3274
10	Haddick Road, Springbrook, Wisconsin.
11	DAN ANDERSON, Cable, Wisconsin.
12	DAVE CARTER, 20145 W. Crystal, Cable,
13	Wisconsin.
14	THOMAS MATTSON, Hayward, Wisconsin.
15	
16	OF COMMISSION STAFF:
17	Kathy Bakke
18	Joyce Dingman
19	
20	
21	
22	
23	(FOR INDEX SEE BACK OF TRANSCRIPT.)
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(Proceedings, 1:00 p.m.) 1 MS. DINGMAN: Hi and welcome to the 715 2 Area Code hearing. As Kathy said, we really 3 appreciate you coming to this hearing. 4 5 important for us to hear what the public thinks about the possible plans for dealing with the area 6 code problem. We really do appreciate you coming 7 out. 8 My name is Joyce Dingman, and I'm on the 9 numbering team with the Public Service Commission, 10 11 which we'll just call the PSC for short. I'd like 12 to introduce a couple other folks, Kathy Bakke, 13 she's the head of the numbering team of the PSC, and sorry, that's the court reporter. Joe Cocke, he is 14 15 the -- he works with Neustar, which is the North 16 American Numbering Plan Administrator. You'll hear 17 us probably refer to that as NANPA, and they are a 18 neutral third-party administrator of all numbering 19 resources throughout North America. He's going to 20 talk a little later about what's going on with 715 21 and then we'll ask for questions and comments. 22 Sir, we have some handouts at the side if 23 you'd like them. 24 SPEAKER: I'm here to represent 25 CenturyTel.

1	MS. DINGMAN: Welcome.
2	As I said, we have a court reporter here,
3	and since we've done this presentation a few times
4	already, I'm going to ask her to go off the record
5	while we do the presentation so she's not typing it
6	multiple times, and then before we ask for questions
7	or comments I'll have her come back on the record
8	and so that will be recorded for the commissioners.
9	You can go off the record.
10	(Discussion held off the record.)
11	MS. DINGMAN: Before we ask for folks to
12	give us their comments, does anybody have questions
13	about the information we've given out so far?
14	(No response.)
15	MS. DINGMAN: Okay. Then this is your
16	chance to let us know your thoughts on this matter.
17	Our first speaker is William Haddick.
18	WILLIAM HADDICK, PUBLIC WITNESS
19	DIRECT TESTIMONIAL STATEMENT
20	MR. HADDICK: My question is will this
21	have anything to do with our Internet providers and
22	service that we receive through our phone company,
23	or is this just a question and answer series on just
24	the prefix change?
25	MR. COCKE: I guess that depends on does

your Internet provider provide telephone service.

If they do, then they would be impacted as well.

If you have a dial-up service provider, like if you dial a local number to reach your Internet connections, if that number is within the area that changes and you change as well, if it's a split and you're on the same side of the split line, then you'd still have seven digit dialing if you're dialing seven digits now. If they're on the other side of the split line and it was a seven digit dial number but they change, then they would be impacted. Or if you change, you'd still would be impacted on the dialing arrangement.

dialing would have to change, you'd have to go to 10 digit dial-up. So it depends on the number that that service provider provides to you. Now if they are a -- if they're an Internet service provider that provides Voiceover IP service and you get a telephone number from them, if that telephone number is impacted by the area code change, that would impact you as well. So it kind of depends on the kind of service you're getting from the Internet provider directly.

One thing that you should remember though

is that even if you have to start dialing 10 digits 1 or your area code changes or their area code 2 changes, if it's a local call for you to dial it 3 now, it will still be a local call for them to dial 4 it. 5 MR. HADDICK: 6 Maybe I'm in the wrong meeting time because what I'm curious about is if 7 this will improve our service or not because we seem 8 to have so much disconnects. So there must be a 9 glitch in some computer somewhere in some exchange 10 11 that causes it because it seems just like any little 12 thing drops our service. 13 MS. DINGMAN: Yeah. This won't have any impact on your quality of your service. 14 15 MR. HADDICK: I didn't think so. 16 MS. DINGMAN: Although there's some folks 17 from local companies in the back row, I don't know if one of them is your provider, you might be able 18 19 to talk to them today, but this change won't have 20 any impact on the quality of your Internet service. 21 MR. HADDICK: The reason I'm here, we have 22 pretty good service for this northern region up 23 until the middle of February and having nothing but 24 grief since then, and I know this is not the 25 department or right meeting, but there has to be

1	something, some glitch somewhere that's causing this
2	because it just doesn't start seven six, seven
3	years.
4	MS. DINGMAN: Who is your phone provider?
5	MR. HADDICK: Discover from Eau Claire but
6	CenturyTel is our provider here and we've
7	troubleshooted with them and it seems like it's good
8	for a while and I mean I'm just not satisfied with
9	the service for our Internet. Sure, the phone
10	service is fine in voice communication but not for
11	Internet.
12	MS. DINGMAN: Gentleman on the end with
13	the blue hat is from CenturyTel. He might be able
14	to help you out after the hearing.
15	MR. HADDICK: Sure, you're welcome.
16	MS. DINGMAN: Dave Carter.
17	MR. CARTER: Carter.
18	MS. DINGMAN: From Cheqtel.
19	DAVE CARTER, PUBLIC WITNESS
20	DIRECT TESTIMONIAL STATEMENT
21	MR. CARTER: I guess we don't really have
22	a position as a provider, I guess it doesn't really
23	matter, I guess there's issues with both. The one
24	thought I had is when we go to 10 digit dialing, if
25	it is an overlay, you know, I just wonder what the

impact is with the cellular then because if we do go
back to time sensitive on the cellular, right now
any cellular call you dial 10 digit numbers not
unless it's a local local prefix, but you're not
charged either way. So is there going to be
confusion as we go forward if for some reason the
cellular companies have to start charging.
Basically all their calls outside the area are 10
digits.
MS. DINGMAN: There may be confusion I
guess it would be my my comment. There is, you
know, we try to build in a lot of time before the
mandatory dialing period starts, which is the period
where you have to dial the right area code or you
don't get through. We try to build in a lot of time
before that happens so that there's time for good
customer education.
MR. CARTER: Well, you know, none of us
know where we're going a little bit.
MS. DINGMAN: Right.
MR. CARTER: I can say I think it's going
to be unlimited long distance and whatever and then,
you know, something can come up on the federal level
or whatever that can change that.
MS. DINGMAN: Uh-huh.

1 MR. CARTER: And I guess that's my only concern with the cellular calling is, you know, 2 right now it's 10 digit, we go to 10 digit. 3 respects I lean that way because almost everybody 4 5 has a cell phone, they're used to dialing 10 digits anyway, but if all of a sudden there's a charge 6 there and we make everything 10 digit, then the 7 comment that it's still going to be a local call. 8 MR. COCKE: I think one thing in a 9 cellular world there's many providers that will have 10 11 a lot of wide calling area, and it's built into your 12 package, your calling package, and they don't discriminate between a local call and a toll call 13 business-wise. 14 15 MR. CARTER: Exactly. 16 MR. COCKE: And of course when you're a 17 land line today you make a toll call, you got to 18 dial a one plus a 10. You kind of know it's a toll 19 call because you got to dial that one. If everybody 20 dials a 10 digit for a local call, you'd still have 21 that one or one plus 10 to discriminate between toll 22 and local. 23 MR. CARTER: But what happens if the FCC

calling for the cellular or vice versa for us

comes back and says they're going to change the LATA

24

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1 because I mean that's the big argument somewhat is the free calling for the cellular is not the same as 2 the free calling for us as land based company and 3 are we going to go to matching them up eventually. 4 That's -- I think that's an 5 MR. COCKE: 6 individual telephone company business plan and, you know, there's everything from the access charges to 7 interLATA calling and what kind of service that they 8 want to -- want to offer their customers, but of 9 course the, you know, an area code decision, a 10 11 change in an area code is not supposed to have any 12 change in the cost of your call. 13 MR. CARTER: Right. MR. COCKE: But on the long range basis, 14 15 if everybody goes to 10 digit dialing, then you're 16 probably going to have another little segment or 17 element of competition where instead of going 18 mileage rates everybody's going to go to Postal 19 rates, you know. 20 MR. CARTER: Right. 21 MR. COCKE: So that's a -- that's a major 22 industry issue I think because, you know, some phone 23 companies, they rely on your toll rates to survive. MR. CARTER: Right. 24 25 MR. COCKE: There's access charges and

toll rates. That's one of the reasons you see so many rate areas in this area code. You got a lot of phone companies and that's part of their revenue structure.

MR. CARTER: Has Neustar made any projection if we pool, because I just got the notice from the Public Service Commission that you are going to address the other rate centers that are not pooling, how much longer, how far that will project it out besides, you know, the exhaust that we're projecting now? If every one of us phone companies gave back thousands of numbers that we're not using in each exchange, do you have any projections on what that will have done?

MR. COCKE: We really don't know the impact yet until after, once there's an order. The PSC has to take comments and then issue an order and then the implementation period starts, and it depends on how many blocks of numbers are donated to the pool and then the forecasted demand from everybody. So we have to have another round of forecasting before we can really determine the projection.

It's kind of hard to tell right now. You know, out of the 253 rate areas, there's -- there

were originally 25 mandatory rate centers and then right now out of the area 228 optional rate centers, optional pooling. These are rate centers that where service providers can opt to pool. There's about 95 rate centers that have blocks or assignment. So that means there's a significant amount of pooling taking place already so not quite 50 percent of those areas that were not required to pool have some form of pooling already.

MS. BAKKE: Joe, can I insert something here?

MR. COCKE: Sure.

MS. BAKKE: About 18 months ago as the docket coordinator on the numbering cases before the Commission, I was approached by a cellular provider about 18 months ago, and they were in the next couple of years going to be making some significant expansion in their service territories. And from a corporate standpoint they were very reluctant to take full prefix codes, 10,000 numbers going into an area where a thousand would be more than adequate to meet their demand.

I think Joe made reference to the fact that in Hayward there are four different prefixes assigned to this area, that's 40,000 numbers that

cannot be used anyplace, and its caused a huge problem with stranded numbers. I think according to a recent FCC report they're in the neighborhood of about 3 million numbers in the 715 area code that are stranded and can't be used anyplace else because they reside within a provider's numbering inventory and they have not yet been assigned to an end user in those territories.

So about 18 months ago I started working with a cellular provider on a case by case basis.

They contact me about once a month, they give me a list of rate centers that they're looking to expand their territory into, and on a case by case basis I've contacted providers that hold numbering resources in those rate centers, and we have been phenomenally successful in recovering numbering resources.

And the Commission, both from the Commissioners' standpoint and from my personal standpoint, we have been so delighted by industry's willingness to make these voluntary donations and we've saved the assignment of dozens of prefixes across the state because, as providers make these voluntary donations, the cellular provider has been able to go in and take one or 2,000 blocks instead

of having the full prefix.

And when we saw how successful this was on such a limited basis, we felt that this was a very good conservation measure to look at on a long-term basis. And so last fall, in September of 2006, we went ahead and contacted Neustar and asked that all of the rate centers be changed from excluded from pooling to optional pooling, and it didn't do anything at that time to change a provider's obligation to pool; however, it made it much easier for anybody who chose to make a voluntary donation to do it.

And in July of '07 we sent a letter to industry asking everybody to take a look at the numbering resources that they hold and make voluntary donations because we believe strongly that any effort that we can make to find ways to effectively use the numbers we already have and to preserve the numbering resources that we have in the state, that it benefits everybody long-term.

And while we did get some very limited donations and we were appreciative of the few providers that were willing to do it, for the most part no providers came forward, I shouldn't say a significant number of providers did not come forward

on a voluntary basis nor did I receive one phone call from industry with any questions about how they might be able to do it or what benefit may occur from that.

Well, in the meantime, the Commission had petitioned the Federal Communication Commission seeking delegated authority to mandate pooling in the 715 and 920 area codes because both of these area codes are running out of numbers. We met federal criteria to have this authority delegated to us.

So the notice that was issued on Monday went out for anybody to give comments on what technical concerns you have, what kind of implementation issues there might be so, when the Commission makes a final decision on mandatory pooling, we wanted to get an input from industry about the concerns. Information that we've been able to get from the pooling administrator suggests that the vast majority of providers in the 715 Area Code are technically able to pool, and we believe strongly that it's a smart business decision for everybody.

As Joe said, we won't know until after mandatory pooling is implemented, if it is, and it

may be six months to a year before we know the full impact on whether or not we gain life on the 715 Area Code, but in my personal opinion I feel strongly that this is a good thing to do because, if we gain life on the 715 Area Code, it benefits everybody. It doesn't mean that we'll never have to provide relief, but if we can postpone having to do it, it's better for consumers, it's better for industry, and it gives a longer planning time to be able to implement the relief.

And even if it doesn't give us a huge impact on the life of the 715 Area Code, I think long-term, as you look at the new technologies that are introduced and the demand for telephone numbers and the new competitive providers, I think it makes good sense that this is implemented so that even when the new area code is implemented it hopefully will provide a much longer life under the relief options that are there.

Sorry for the very long answer by the way.

MR. CARTER: I guess I can't help but responding a little bit. I think some of it comes down, and that's just from me personally as an individual, not necessarily as a manager of a phone company, it's the community type issue. You know,

634 was the prefix for Hayward, and you start giving away those numbers and a new technology comes and Cheqtel is actually CLECing so we're using a different prefix, but historically there was always an advantage having that prefix because that was your community.

MS. DINGMAN: It gave an identify.

MR. CARTER: Yep. So we're losing that a little bit in the rural area, and I think that's a little bit of the resistance from the providers saying, well, now if there's a new service here, be it VID or cellular or the land based companies can get into it, you know, now we're giving up our identity in that community because if we say we got 800 numbers now and we can get by with a thousand, well what happens in five years from now that a new technology comes out and now we're not going to have the 634 number, we're going to have, you know, 934.

And I think that's disappearing as we go forward because of the cellular and whatever, but I think historically and I think in the last few years we've only had the technical know as far as the switches to be able it do what you're saying because it's a lot more expensive, you know, for our CO guys and our software providers to be able to say you

1	dial 634 or 715-634-2000 it stays here but if you
2	dial 2001 it goes to Racine or, well, they're not in
3	the 715 but it goes to some other community.
4	MS. BAKKE: Right. What would you say, do
5	you by chance have any idea of what the population
6	is in Hayward right now? Just a fast guess.
7	MR. MATTSON: The city alone is about
8	2,000.
9	MS. BAKKE: About 2,000 people.
10	MR. CARTER: But the lines out of center
11	are a lot more than that.
12	MR. MATTSON: The surrounding area
13	probably goes 15 or a little better.
14	MR. CARTER: I think 16,000 access lines
15	were out of Hayward.
16	MS. BAKKE: So if there's a population of
17	about 2,000 people in Hayward and maybe 3,500 people
18	including the surrounding areas and there are 40,000
19	numbers assigned to this prefix, it speaks a lot to
20	why we're running out of numbers in the 715 Area
21	Code. And certainly not in any way to diminish the
22	comments that you made, but I think when you look at
23	those numbers, that's a lot of extra numbers that
24	are sitting with providers. And if a new cellular
25	provider, for example, were coming in here and there

1 weren't numbers available in the pool for them to take, that means another 10,000 numbers get assigned 2 And out of the 2,000 people in Hayward, you 3 know not every single customer will sign up for 4 5 service there, that leaves an awful lot of numbers 6 that can never be used anyplace else so I think it's 7 at least an important issue to explore. MR. CARTER: I'll throw one thing else 8 out, too. You get rid of EAS and EKC and then we 9 10 can take one number and carry it over multiple 11 communities, for instance 634, can be used in Spider 12 Lake or the other towns out of the switch center 13 because then you don't have those calling patterns. I mean like us, we have 13 exchanges, we 14 15 have 13 different NXXs. We could probably get by 16 with one NXX but we got to have the 13 because of 17 the different calling patterns. 18 MS. BAKKE: So are you suggesting rate 19 center consolidation in the northern part of the 20 state? 21 I quess personally I wouldn't MR. CARTER: 22 I don't know what it does financially. 23 to go back and talk to my consultants on that. You jump too quick on that one, too. 24 25 MS. BAKKE: But we really do appreciate

1	
1	you bringing those kinds of ideas forward.
2	MR. CARTER: But I mean we've talked about
3	if it's like we'll be giving back some numbers, I
4	know we will, but you know the community thing is a
5	big thing, Northern Wisconsin like every other
6	place, and that's the issue you get into a little
7	bit with having multiple numbers, you know, and like
8	you say four NXXs in Hayward, you know, most people
9	don't realize there's that many out there.
10	MS. BAKKE: Right. Well, thank you for
11	taking the time to speak with us today.
12	MS. DINGMAN: Is there anybody else who
13	would like to speak?
14	MR. MATTSON: Thomas MATTSON, I live right
15	here in Hayward. My own phone system is a cell
16	phone, I got a 492 prefix, and if I call 634 prefix,
17	that's CenturyTel, or 638, I can just use the 7
18	digit number, but if I call 634 Cheqtel number or a
19	934, then I have to use the whole all 10 numbers.
20	MS. DINGMAN: But you can dial seven
21	digits on your cellular?
22	MR. MATTSON: Yes. For the 634 or 638 in
23	the in the CenturyTel system, but if I go to a
24	634 prefix in the Cheqtel system.
25	MS. DINGMAN: Right.

1	MR. MATTSON: Then I have to dial the 10
2	numbers.
3	MR. CARTER: That's because 492 is an Eau
4	Claire number, you need to switch your cell number
5	to the Hayward cellular number, then you wouldn't
6	have to do that. 492 was the only number available,
7	but it's now out of the Eau Claire All Tel switch
8	and there is a local number for Hayward if I'm
9	right.
10	MR. MATTSON: 558 is the local on cell
11	phones around here, around the area. When I first
12	got mine, I wasn't happy with the 558 so I switched
13	to 492.
14	MS. DINGMAN: Uh-huh. And, I'm sorry, for
15	our court reporter could you spell your name?
16	MR. MATTSON: Thomas Mattson, M A T T S O
17	N.
18	MS. DINGMAN: Thank you very much.
19	Anybody else?
20	(No response.)
21	MS. DINGMAN: I'd like to remind you about
22	the comment form over here. If you'd like to fill
23	that out before you leave, that's great, otherwise
24	it will tell you other ways you can send comments
25	in.

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Other than that, we'd like to thank you
1
 2
           very much for coming out to this public hearing.
 3
           This really is important and we appreciate it very
 4
           much.
                      Thank you.
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                 (The hearing concluded at 1:50 p.m.)
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     STATE OF WISCONSIN
 2.
     MILWAUKEE COUNTY
 3
                 I, JENNIFER M. STEIDTMANN, RPR, CRR, Registered
 4
 5
     Professional Reporter, Certified Realtime Reporter, with
      the firm of Gramann Reporting, 710 North Plankinton
 6
7
     Avenue, Suite 710, Milwaukee, Wisconsin, do hereby certify
     that I reported the foregoing proceedings had on
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9
     September 20, 2007, and that the same is true and correct
      in accordance with my original machine shorthand notes
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     taken at said time and place.
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13
     Jennifer M. Steidtmann
14
15
     Registered Professional Reporter
16
     Certified Realtime Reporter
17
18
     Dated this 25th day of September, 2007.
19
     Milwaukee, Wisconsin.
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15	NUMBER DESCRIPTION MARKED ADMITTED	
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